

FAX# 703-516-9680  
OCT1/12 11.40  
HARRIS REPORT FROM REP  
\*\*\* WFLA-TV \*\*\*  
\*\*CHANGES\*\*

REP. #	OFF. #	SALTSMAN #
1	1	1
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97	97	97
98	98	98
99	99	99
100	100	100

BUYER NAME KATIE KEULEMAN

SALES PRSN WA-MEGHAN MCGARR (H)

WASHINGTON, DC 20007

CLASS:	NATL.	LOCAL	REGIONAL
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ICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT1/12	11.40
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REP: REVISION

WRAP-AROUND LN'S REVISED  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

35

23

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1903  
AGENCY PRODUCT CODE = 101

1	EY 1135P-1237A	30	\$650.00	10/2	10/5	2	TU-F	2
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PROGRAM : THE TONIGHT SHOW  
CON COM1: THE TONIGHT SHOW

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	*		1237A-136A	30		\$200.00	10/2	10/5	4		TU-F	4
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1 : LT NITE W/JIMMY FALLON												
3	EX		1200N-100P	30		\$200.00	10/2	10/5	3		TU-F	3
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
4	EX		200P-300P	30		\$250.00	10/2	10/5	3		TU-F	3
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
5	EX		300P-400P	30		\$450.00	10/2	10/5	2		TU-F	2
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
6	EX		400P-500P	30		\$600.00	10/2	10/5	3		TU-F	3
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
7	EX		500P-530P	30		\$900.00	10/2	10/5	2		TU-F	2
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												
8	EX		530P-600P	30		\$900.00	10/2	10/5	3		TU-F	3
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1 : NEWS CHANNEL 8 530P												
9	EX		600P-630P	30		\$1,200.00	10/2	10/5	2		TU-F	2
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
10	EX		600A-700A	30		\$700.00	10/2	10/5	3		TU-F	3
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												

REP HEADLINE# 6359158  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REF: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 OCT1/12 11.40  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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11	EX		700P-730P	30		\$1,000.00	10/2	10/5	1		TU-F	1
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PROGRAM : NEWSCHANNEL 8  
 CON COM1 : NEWSCHANNEL 8

12	EX		700A-900A	30		\$900.00	10/2	10/5	3		TU-F	3
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PROGRAM : TODAY SHOW  
 CON COM1 : TODAY SHOW

13	*		730P-800P	30		\$1,000.00	10/2	10/5	4		TU-F	4
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PROGRAM : ENTERTAINMENT TONIGHT  
 CON COM1 : ENTERTAINMENT TONIGHT

14	EX		900A-1000A	30		\$550.00	10/2	10/5	3		TU-F	3
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PROGRAM : TODAY SHOW 2  
 CON COM1 : TODAY SHOW 2

22	A		1237A-136A	30		\$200.00	10/8	10/8	1		MON	1
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PROGRAM : LT NITE W/JIMMY FALLON  
 CON COM1 : LT NITE W/JIMMY FALLON

23	A		730P-800P	30		\$1,000.00	10/8	10/8	1		MON	1
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PROGRAM : ENTERTAINMENT TONIGHT  
 CON COM1 : ENTERTAINMENT TONIGHT

OCT/12 52300.00 CONTRACT TOTAL 52300.00  
 TOTAL SPOTS 47

MARKET TOTALS \$217,916 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

OCT1/12 11.14  
\*\*\* WFLA-TV \*\*\*

BUYER NAME KATIE KEUJEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

CLASS:	NATL.	LOCAL	REGIONAL
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FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE OCT1/12	11.14
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CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:

ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1905  
AGENCY PRODUCT CODE = 101

1	1135P-1237A	30	\$650.00	10/2	10/8	2	TU-F,M	2
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PROGRAM : THE TONIGHT SHOW  
CON COM1: THE TONIGHT SHOW

REP HEADLINE# 6359158  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

OCT1/12 11.14  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$200.00	10/2	10/8	5		TU-F,M	5
3			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/2	10/8	3		TU-F,M	3
4			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/2	10/8	3		TU-F,M	3
5			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/8	2		TU-F,M	2
6			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/2	10/8	3		TU-F,M	3
7			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/2	10/8	2		TU-F,M	2
8			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	10/2	10/8	3		TU-F,M	3
9			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,200.00	10/2	10/8	2		TU-F,M	2
10			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$700.00	10/2	10/8	3		TU-F,M	3

REP HEADLINE# 6359158  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

OCT1/12 11.14  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11			700P-730P	30		\$1,000.00	10/2	10/8	1		TU-F,M	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
12			700A-900A	30		\$900.00	10/2	10/8	3		TU-F,M	3
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
13			730P-800P	30		\$1,000.00	10/2	10/8	5		TU-F,M	5
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
14			900A-1000A	30		\$550.00	10/2	10/8	3		TU-F,M	3
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
15			700P-800P	30		\$650.00	10/6	10/6	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
16			900A-1000A	30		\$300.00	10/6	10/6	1		SAT	1
PROGRAM : NEWSCHANNEL 8 SATURDAY												
CON COM1: NEWSCHANNEL 8 SATURDAY												
17			600P-630P	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : NEWSCHANNEL 8/												
CON COM1: NEWSCHANNEL 8/												
18			800P-1100P <i>815-1130P</i>	30		10000.00	10/7	10/7	1		SUN	1
PROGRAM : NFL SNF												
CON COM1: NFL SNF												
19			800A-900A	30		\$1,100.00	10/7	10/7	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												

*1*  
*ma*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
20			900P-1000P	30		\$4,800.00	10/4	10/4	1		THU	1
PROGRAM : THE OFFICE/PARKS & REC												
CON COM1: THE OFFICE/PARKS & REC												
21			800P-900P	30		\$9,000.00	10/2	10/2	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1: THE VOICE RESULTS												
OCT/12			52300.00									
CONTRACT TOTAL											52300.00	
TOTAL SPOTS											47	

MARKET TOTALS \$217,916

WFLA 24%

WFTS 16%

WTVT 21%

WTOG 2%

WTTA 2%

WMOR 2%

WXPX 0%

WWSB 6%

CABL 0%

MMOX 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI

DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 794 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 51450	<b>Campaign Ref:</b> E:063591580
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1905	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06359158
<b>Est./PO Number:</b> 06359158	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Sked A/add Obama	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	650	30 Comme	Nbr of Spots	2	2	1300
2	M-F 1237a ET / 1137p CT Late Night .TWTF..	03	200	30 Comme	Nbr of Spots Nbr of Spots Open Pre-Empted	3 1 -1	3 1 -1	600 200 -200
3	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots	3	3	600
4	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	3	3	750
5	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	2	2	900
6	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	3	3	1800
7	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	2	2	1800
8	M-F 530p News	03	900	30	Nbr of Spots	3	3	2700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					44	2	46	
<b>Open PR</b>					-1		-1	-200



Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 794 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 51450	Campaign Ref: E:063591580
Buyer: ..	Client/Product/Estimate: 95 /101 /1905	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06359158
Est./PO Number: 06359158	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 6p News .TWTF..	03	1200	30 Comme	2		2	2400
10	M-F 6a News .TWTF..	03	700	30 Comme	3		3	2100
11	M-F 7p News .TWTF..	03	1000	30 Comme	1		1	1000
12	M-F 7a Today Show .TWTF..	03	900	30 Comme	3		3	2700
13	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	4		4	4000
14	M-F 9a Today Show II .TWTF..	03	550	30 Comme	3		3	1650
15	Sat 9a News .....S.	03	300	30 Comme	1		1	300
16	Sun 6p News .....S	03	750	30 Comme	1		1	750
17	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	1		1	10000
18	Sun 8a Today Show .....S	01	1100	30 Comme	1		1	1100
<b>Weekly Totals:</b>					44	2	46	
<b>Open PR</b>					-1		-1	-200

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 794 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 51450	Campaign Ref: E:063591580
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1905	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06359158
Est./PO Number: 06359158	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
19	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation T....	02	4800	30 Comme	1		1	4800
20	Tue 8p ET / 7p CT Voice T....	03	9000	30 Comme	1		1	9000
21	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme		1	1	200
22	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme		1	1	1000
<b>Weekly Totals:</b>					44	2	46	
Total Spots(Ord Spots)					44	2	46	
Open PR					-1		-1	-200

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	M-F 1237a ET / 1137p CT Late Night	:30 Commercial	10/01/12	Open Pre Emption	200.00		00000000000	E:063591580

Grand Totals					Month 10 Weeks: 4			
Totals					10/01	10/08		
Spots					46	44		
Cost					51650	50450		

Grand Totals: 46 Spots: 46

Gross Total:	51,450.00
Commission:	7,717.50
Net Total:	43,732.50